

[? Help](#)

Job details

Job 1 of 1

[Apply to job](#)[Send to friend](#)[Save to cart](#)[View similar jobs](#)

Bulletin Number	33246BR
Type of Recruitment	Departmental Promotional Opportunity
Department	Mental Health
Position Title	HEAD, MARKETING AND COMMUNICATIONS
Exam Number	21595A
Filing Type	Open Continuous
Filing Start Date	04/03/2014
Salary Type	Monthly
Salary Minimum	7045.55
Salary Maximum	9241.00
Position/Program Information	Has immediate responsibility for developing, directing, implementing and managing, a comprehensive integrated communications and internal and external marketing and public relations program designed to ensure communication of departmental priorities and promote key organizational services and programs to increase public awareness.
Essential Job Functions	<p>Manages the development and implementation of a comprehensive marketing and communications program designed to communicate organizational services and programs and foster community relations through department initiatives.</p> <p>Oversees, plans and manages all publicity-related special events and provides technical direction to staff in carrying out marketing, communications and customer service functions.</p> <p>Plans and manages the budget to support the marketing and communications division.</p> <p>Manages the development of collateral material in support of marketing strategies including publications, electronic communications and multimedia presentations.</p>

Develops, implements and plans for the use of electronic and web-based communication for the implementation of public relations strategies; utilizes current and emerging technologies to best reach target markets.

Develops and oversees the production of written reports and printed materials intended to market and promote the services of the department.

Establishes measures to track the progress and success of marketing and strategic partnerships and evaluates effectiveness of all marketing and communications initiatives.

Consults with and makes oral reports and presentations on a variety of agency related issues to the Board of Supervisors, Chief Executive Office and other County departments, and a variety of external groups such as local and regional agencies, private sector business groups, and community groups to keep them informed of department services and programs.

Manages and coordinates a department's community support programs including expanding strategic partnerships with public and private organizations to garner program support and cooperation to maximize program visibility and community reach.

Cultivates relationships with writers at major media outlets and shapes and directs stories about agency programs and services; manages media relations, researches editorial opportunities and builds relationships with key industry media.

Manages and supervises graphic arts initiatives and establishes the quality, content, and design of informational and promotional materials for public distribution.

Takes creative lead and oversees the production of print, web and other marketing materials.

Creates and maintains standards and quality control of internal and external communications.

Creates opportunities with external partners including consultants in branding, marketing, public relations and public affairs; members of the news media; and vendors.

Builds and maintains key strategic relationships with external partners and local media to establish branding opportunities to increase organizational visibility through web, print, broadcast, and events.

Requirements

SELECTION REQUIREMENTS: Five (5) years of experience developing, administering, and evaluating a comprehensive marketing or public relations program for a public agency, involving the development of public awareness of major programs of the agency, and explanation of the role of the agency within the community

Physical Class

Physical Class II – Light: Light physical effort which may include occasional light lifting to a 10 pound limit, and some bending, stooping or squatting. Considerable walking may be involved.

**License(s)
Required**

A valid California Class C Driver License or the ability to utilize an alternative method of transportation when needed to carry out job-related essential functions.

**Examination
Content**

This examination will consist of (2) parts:

Part I: An evaluation of experience based upon application information weighted 50%

Part II: An Appraisal of Promotability weighted 50%. The Appraisal of Promotability is designed to measure knowledge and skills, verbal and written communication skills, analytical skills and decision making ability, interpersonal and public relations, problem solving ability and managerial and leadership skills.

Candidates must achieve a passing score of 70% or higher on each weighted part of the examination in order to be placed on the eligible register.

**Special
Information**

FINGERPRINTING AND SECURITY CLEARANCE:
Employment is subject to security clearance which may include fingerprinting. Any false statement or

omission of material facts may cause forfeiture of employment rights. Information presented on employment applications, resumes and during the examination process is subject to verification.

Past and present mental health clients and family members are encouraged to apply.

**Vacancy
Information**

The eligible register for this examination will be used to fill vacancies in the Department of Mental Health.

**Eligibility
Information**

The names of candidates receiving a passing grade in the examination will be placed on the eligible register in the order of their score group for a period of twelve (12) months following the date of promulgation.

Retake: No person may compete for this examination more than once every twelve (12) months.

Available Shift

Any

**Job Opportunity
Information**

Restricted to permanent employees of the Department of Mental Health who have successfully completed their initial probationary period.

Verification of Experience: Experience gained in a position performing similar kinds of work which provides the knowledge, skills, and abilities required for the higher level or different classification will be accepted. Experience claimed will be verified and evaluated to determine if the type, level or length of experience is qualifying. Applicants must supply sufficient information for this evaluation to be made.

Withhold Information: Permanent employees who have completed their initial probationary period may file for this examination if they are within six months of meeting the experience requirements by the last day of filing.

**Application and
Filing
Information**

APPLICATIONS MUST BE FILED ON-LINE ONLY. APPLICATIONS SUBMITTED BY U.S.MAIL, FAX OR IN PERSON WILL NOT BE ACCEPTED.

Fill out your application completely. Provide any relevant education, training and experience in the spaces provided so we can evaluate your qualifications for the job.

All information is subject to verification.

We may reject your application at any time during the selection process.

This examination will remain open until the need of the services are met, and is subject to closure without prior notice.

INSTRUCTIONS FOR FILING ONLINE:

Applicants must apply online by clicking on the tab above or below this bulletin that reads, **Apply to Job** so you can apply online and track the status of your application.

We must receive your application by 5:00 pm, Pacific Standard Time, on the last day of filing.

Note: If you are unable to attach documents, you may email them to sahn@dmh.lacounty.gov within five (5) days of filing online. **Please include your Name, Exam Number and Exam Title on all documents.**

The acceptance of your application depends on whether you have **clearly** shown that you meet the **SELECTION REQUIREMENTS**. Please fill out the application completely and correctly to receive full credit for any related education, training, and job experience. In the space provided for education, include the names and addresses of schools attended, titles of courses completed, dates completed, and number of credits and/or certificates earned. For each job held, give the name and address of your employer, your job title, beginning and ending dates, description of work performed, and salary earned. All information supplied by applicants is subject to verification. Applicants may be rejected at any stage of the selection process.

**County of Los
Angeles
Information**

**View details regarding Employment
Eligibility Information, Social Security Act of
2004, Records of Convictions, Veterans
Preference Credit, Los Angeles County Child
Support Compliance Program, Americans**

with Disabilities Act of 1990 and the California Fair Employment and Housing Act by clicking on the link below:

[COUNTY OF LOS ANGELES BULLETIN INFORMATION](#)

OR

Visit <http://hr.lacounty.gov> to view the above information. Click on Job Info Center Tab, and then click on County of Los Angeles Bulletin Information link under Some helpful links section.

Equal Employment Opportunity: It is the policy of the County of Los Angeles to provide equal employment opportunity for all qualified persons, regardless of race, religion, sex, national origin, age, sexual orientation, or disability.

All positions are open to qualified men and women pursuant to the Americans with Disabilities Act of 1990 and the California Fair Employment and Housing Act.

The County will make reasonable accommodations.

Department Contact Name	Soo Jung Ahn
Department Contact Phone	(213) 637-0793
Department Contact Email	sahn@dmh.lacounty.gov
ADA Coordinator Phone	(213) 738-2823
Teletype Phone	(800) 735-2922
California Relay Services Phone	(800) 735-2922
Job Field	Administration Health Other

Job Type

Professional

Apply to job

Send to friend

Save to cart

View similar jobs